LEO BURNETT COMPANY, *Inc.*

Ad No. 2340TN (White Horse) – Reg. No. 76773 – page – 4/1 bleed – 8 7/16 x 11¾ in. – National Magazines, 1971 (8)

Printed in U.S.A.

Marlboro Red or Longhorn 100's –
you get a lot to like.
Come to where the flavor is.
Come to Marlboro Country.


Kings: 20 mg "tar," 1.3 mg. nicotine – 100's: 22 mg "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/yykn0003

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